

**Table 1278. Selected Service Industries—E-Commerce Revenue: 2008 and 2009**

[149,668 represents \$149,668,000,000. Includes data only for businesses with paid employees, except for accommodation and food services, which also includes businesses with and without paid employees. Except as noted, based on the Service Annual Survey]

Kind of business	2002 NAICS code <sup>1</sup>	E-commerce revenue (mil. dol.)		E-commerce as percent of total revenue, 2009	E-commerce revenue, percent distribution, 2009
		2008	2009		
<b>Selected service industries, total</b> . . . . .	<b>(X)</b>	<b>149,668</b>	<b>153,007</b>	<b>2.3</b>	<b>100.0</b>
Selected transportation and warehousing <sup>2</sup> . . . . .	(X)	7,945	6,912	2.5	2.8
Truck transportation . . . . .	484	7,736	6,711	3.7	2.8
Couriers and messengers . . . . .	492	(S)	107	0.2	(Z)
Warehousing and storage . . . . .	493	(S)	(S)	(S)	(S)
Information . . . . .	51	50,975	53,791	5.0	22.1
Publishing industries . . . . .	511	19,427	21,180	8.0	8.7
Online information services . . . . .	51811	(S)	7,062	24.3	2.9
Selected finance <sup>3</sup> . . . . .	(X)	14,022	12,635	2.7	5.2
Securities and commodity contracts intermediation and brokerage . . . . .	5231	13,556	12,040	4.2	4.9
Rental and leasing services . . . . .	532	8,484	9,593	8.7	3.9
Selected professional, scientific, and technical services <sup>4</sup> . . . . .	54	21,748	23,608	1.9	9.7
Computer systems design and related services . . . . .	5415	5,130	5,089	2.0	2.1
Administrative and support and waste management and remediation services . . . . .	56	17,140	17,351	2.9	7.1
Travel arrangements and reservation services . . . . .	5615	8,144	7,358	22.4	3.0
Health care and social assistance services . . . . .	62	1,023	1,428	0.1	0.6
Arts, entertainment, and recreation services . . . . .	71	4,203	4,204	2.2	1.7
Accommodation and food services <sup>5</sup> . . . . .	72	16,712	15,876	2.6	6.5
Selected other services <sup>6</sup> . . . . .	81	7,416	7,609	2.1	3.1
Repair and maintenance . . . . .	811	1,039	1,030	0.8	0.4
Religious, grantmaking, civic, professional, and similar organizations . . . . .	813	4,889	4,822	3.1	2.0

X Not applicable. S Data do not meet publication standards. Z Less than 0.05. <sup>1</sup> North American Industry Classification System (NAICS), 2002; see text Section 15. <sup>2</sup> Excludes NAICS 481 (air transportation), 482 (rail transportation), 483 (water transportation), 485 (transit and ground passenger transportation), 486 (pipeline transportation), 487 (scenic and sightseeing transportation), 488 (support activities for transportation) and 491 (postal service). <sup>3</sup> Excludes NAICS 521 (monetary authorities-central bank), 522 (credit intermediation and related activities), 5232 (securities and commodity exchanges), NAICS 52391 (miscellaneous intermediation), 52399 (all other financial investment activities), 524 (insurance carriers and related activities) and 525 (funds and trusts). <sup>4</sup> Excludes NAICS 54112 (offices of notaries). <sup>5</sup> Based on 2008 Annual Retail Trade Survey. <sup>6</sup> Excludes NAICS 81311 (religious organizations), 81393 (labor and similar organizations), 81394 (political organizations) and 814 (private households).

Source: U.S. Census Bureau, "E-Stats," <<http://www.census.gov/econ/estats/>>.

**Table 1279. Forecast Summary—Media Supplier Advertising Revenue: 2000 to 2010**

[In millions of dollars (177,500 represents \$177,500,000,000). See source for definitions of types of advertising]

Media supplier	2000	2004	2005	2006	2007	2008	2009	2010
<b>Total supplier ad revenue</b> . . . . .	<b>177,500</b>	<b>188,942</b>	<b>196,668</b>	<b>204,889</b>	<b>205,847</b>	<b>194,328</b>	<b>163,184</b>	<b>170,456</b>
<b>Total</b> <sup>1</sup> . . . . .	<b>175,535</b>	<b>186,979</b>	<b>196,398</b>	<b>202,701</b>	<b>205,523</b>	<b>191,951</b>	<b>162,744</b>	<b>167,936</b>
Direct . . . . .	31,108	39,688	42,477	45,882	48,680	48,190	42,444	42,484
Direct mail . . . . .	18,250	22,559	23,085	24,478	24,890	23,459	19,853	20,604
Direct online <sup>2</sup> . . . . .	560	4,440	6,371	8,785	11,355	13,554	13,656	15,022
Directories <sup>3</sup> . . . . .	12,299	12,689	13,021	12,619	12,435	11,177	8,934	6,858
National . . . . .	53,494	55,699	59,200	61,858	64,498	63,132	56,797	61,009
National television <sup>3,4</sup> . . . . .	25,574	31,452	33,231	33,712	34,820	35,141	33,723	36,210
Magazines <sup>3</sup> . . . . .	19,025	17,961	19,351	20,373	20,975	19,533	15,554	15,623
National digital/online <sup>5</sup> . . . . .	5,665	3,541	3,931	5,067	6,098	6,057	5,549	7,144
Network and satellite radio . . . . .	1,065	1,175	1,161	1,178	1,226	1,220	1,100	1,145
National newspapers <sup>3</sup> . . . . .	2,165	1,570	1,527	1,527	1,379	1,180	873	887
Local . . . . .	90,933	91,591	94,721	94,961	92,345	80,630	63,504	64,443
Local newspapers <sup>3</sup> . . . . .	46,506	45,133	45,880	45,074	40,830	33,559	23,949	21,909
Local TV <sup>5,6</sup> . . . . .	18,530	20,047	21,281	21,023	22,001	19,706	16,995	18,670
Local radio <sup>3</sup> . . . . .	18,819	18,932	19,018	19,031	18,476	16,536	13,203	13,847
Emerging outdoor . . . . .	195	377	425	545	741	914	920	1,146
Other outdoor . . . . .	5,040	5,457	5,876	6,260	6,542	6,077	4,980	4,997
Local digital/online <sup>5</sup> . . . . .	1,843	1,645	2,241	3,028	3,755	3,837	3,456	3,874
Political <sup>7</sup> . . . . .	1,180	1,259	270	1,538	324	1,777	439	2,033
Olympics <sup>8</sup> . . . . .	785	704	—	650	—	600	—	488

— Represents zero. <sup>1</sup> Excludes political and olympic revenue. <sup>2</sup> Includes paid search, lead generation and Internet yellow pages. <sup>3</sup> Excludes Internet-based advertising revenues. <sup>4</sup> Includes English and Spanish-language network TV, national cable and national syndication. Excludes incremental olympic revenues. <sup>5</sup> Includes rich/online video, Internet classifieds, e-mail, digital display and mobile. <sup>6</sup> Includes local broadcast and local cable TV. Excludes local political advertising revenues. <sup>7</sup> Total political advertising revenue on local broadcast and local cable TV. <sup>8</sup> Incremental advertising revenue from olympics on network TV.

Source: MAGNAGLOBAL, New York, NY, (copyright), <<http://www.magnaglobal.com>>.